

# Media ed Entertainment nell'era del 5G



- **Video is expected to be the killer application of 5G**
  - Today accounts for 60% mobile bandwidth consumption
  - Expected to grow to 80% in next 4-5 years
- **Ecosystem around video creates big opportunities**
  - Content creation: new services, new formats
  - Content consumption: user demand for ever increasing quality and personalization
- **5G as the enabling factor**
  - To meet QoE expectations: slicing (guaranteed service level), bandwidth (higher quality, higher diversity), latency (better interaction)
  - To empower other technologies: data science and AI (content/service personalization), IoT (smart environments, gaming), VR/AR (immersivity, hyper-realism)

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- **Sports in 5G**

- Technological enabling factors: camera networks, 360, realtime access fixed/mobility, data analytics
- Breakthroughs: multi-view personalized access, realtime statistics, live replay, chat, VR/AR from home

- **Gaming in 5G**

- Technological enabling factors: massive machine communication, IoT, latency < 25msec
- Breakthroughs: realtime interaction, immersive VR/AR, hyper-realistic, collaborative

- **Portable broadcast units**

- Technological enabling factors: huge bandwidth, coding (HEVC), UHD (4k, 5k) on mobile, slicing
- Breakthroughs: multiple-camera/multiple-audio streaming at studio quality in full mobility